REMARKS

Claims 95-104 and 113-121 are pending in the application, including newly added claims 118-121.

Claims 95-104 and 113-117 stand rejected.

The above amendments add no new matter. Support for the amendments may be found, for example, in para. 117 on p. 20 of the original Specification. While not conceding that the cited reference qualify as prior art, but instead to expedite prosecution, Applicant has elected to respond to the pending rejections as follows. The following arguments are made without prejudice to Applicant's right to establish, for example in a continuing application, that one or more of the cited references do not qualify as prior art with respect to an invention embodiment currently or subsequently claimed. Applicant respectfully submits that the claims are patentable and requests reconsideration of the pending rejections in view of the above amendments and the following remarks.

Rejection of Claims Under 35 U.S.C. §103(a)

Claims 95-98, 104 and 114-117 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Application Publication No. 2005/0102199 by Lee ("*Lee*") in view of U.S. Patent No. 5,867,709 issued to Klencke ("*Klencke*"). Claims 99-103 and 113 stand rejected under § 103(a) as being unpatentable over *Lee* and *Klencke* in view of U.S. Patent Application Publication No. 2002/0062475 by Iborra et al. ("*Iborra*").

In order for a claim to be rendered invalid under § 103(a), the subject matter of the claim as a whole would have to be obvious to a person of ordinary skill in the art at the time the invention was made. This requires that the combination has a reasonable expectation of success to achieve the claimed subject matter. (See, e.g., *Manual of Patent Examining Procedure* ("MPEP") (Ed. 8, Rev. 5, Aug. 2006), §§ 2143, 2143.02, and 2143.03; In re Rouffet, 149 F.3d 1350, 1355-56 (Fed. Cir. 1998).) Applicant respectfully submits that the claims are patentable under § 103(a) because the cited portions of the references fail to disclose each limitation of the pending clams.

No disclosure of "a customizable user interface."

Various limitations of the pending claims are absent from the cited portions of the references. For example, Applicant's claim 95 is directed to an apparatus that includes a fifth logic block to map **a customizable user interface ("UI")** to a customizable product class. However, the cited portions of the references do not disclose or fairly teach a customizable user interface.

With regard to this limitation, the Office Action cites the following paragraph of *Lee*:

[0009] A user may launch the web browser on the client system to access the vendor's web site to purchase a **customizable product**. The e-commerce server for the vendor's web site may present, in one embodiment, a forms based GUI to display **customizable component options of a product** on a client computer system. In another embodiment the GUI may be in the form of an image or graphics visually depicting the **customizable product**. Images of the **customizable components of the product** may be visually depicted on the client display in close proximity to their respective locations on the image of the **customizable product** displayed.

(*Lee* at para. 9 (emphasis added).)

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This passage of *Lee* describes "a forms based GUI" (graphical user interface) that displays or presents to a user a "customizable product" and "customizable component options of a product" and "customizable components of the product." *Lee's* interface is thus usable for presenting a customizable product and related options or components. While this paragraph teaches that an interface presents a customizable product, **there is no teaching or fair suggestion in this paragraph that the interface is itself customizable.**

Lee's interface is itself described in this passage as being "a forms based GUI" that is usable on the web browser on a client system, and may be in the form of an image or graphics. This "forms based GUI" is not customizable—it is an interface in which a user fills in a simple form to select options. (See, e.g., *Lee* at FIG. 3.) More particularly, no description is presented in this passage of the *Lee* interface being a customizable interface. All the references to anything "customizable" in this passage relate to the product being presented through *Lee's* interface, not to the interface itself. Accordingly, the cited passage fails to disclose or fairly suggest "a fifth logic block to map a customizable user interface ("UI") to the customizable product class."

No disclosure of "constraints on one or more component products, which are selectable."

As a second example, claim 95 includes a fourth logic block to add a customizable class rule to the customizable product class. **The customizable class rule includes expressions which define constraints on one or more component products, which are selectable for adding to a customizable product.** The cited portions of the references fail to show these limitations, at least because the cited portions do not disclose a customizable class rule that includes expressions, with the expressions defining constraints on selectable component products.

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With regard to these limitations, the Office Action cites the passages from the following paragraphs of *Lee:*

> [0063] The user may initiate the customization process by selecting the customizable components of the computer system 790. The customization process may utilize a menu or forms based approach, including use of menus and sub-menus. In another example, as illustrated in FIG. 6, the customization process may utilize a visual approach to customize the customizable components of the product. For example, the vendor may visually depict the computer system on a client system 106 screen, and the user may select images of the customizable components for customization. As noted above, the visual based approach to product customization process may identify, with the use of color, animation, etc., all customizable components of a product. The user may click on an image of a customizable component for further selection and/or specification.
>
> [0064] Using a hierarchical approach in the selection process, the environment related selections may specify a country where the computer may be installed, thereby specifying the power voltage/frequency requirements, telephone requirements, audio/video requirements, language preferences, etc. The hardware selections may include all boards for the computer system 790, including motherboard, memory board, I/O boards, etc., storage devices and then branching out to the peripheral devices such as printer 750, etc. The software selections may include the type of operating system, the type of web browser, optional application software, etc.

(*Lee* at para. 64.)

These passages teach that a user may make various selections or specifications for a computer system, such as environment related selections, hardware selections, and software selections. Some selections may dictate other selections, as evidenced by the above discussion of an environment related selection that specifies a country where the computer may be installed. This specifying automatically specifies other requirements, such as power voltage/frequency requirements, telephone requirements, audio/video requirements, and language preferences.

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However, the cited passages do not teach or fairly suggest that constraints on one or more component products leave those products "selectable" for adding to a customizable product. The cited passages teach that specifying a country where a computer may be installed "thereby specif[ies]" the associated requirements of power voltage/frequency requirements, telephone requirements, audio/video requirements, and language preferences. The cited passages do not disclose or fairly suggest that these associated requirements are constrained but "selectable" after a country is specified.

In contrast, Applicant's claim 95 includes elements in which "expressions . . . define **constraints** on the one or more component products **selectable** for adding to the customizable product." This limitation is not met by the cited passages of *Lee* at least because the cited passages do not teach that any latitude remains for a user selection of power voltage/frequency requirements, or telephone requirements etc., after a country has been specified.

Applicant respectfully submits that at least for these reasons, independent claim 95 and all claims dependent therefrom are allowable over the cited portions of the references. Accordingly, Applicant respectfully requests that the rejections under § 103(a) be withdrawn.

New Claims

New claims 118-121 have been added. Claims 118-121 depend on claim 95, and are therefore allowable over the cited portions of the references at least for the reasons discussed above. Further, Applicant respectfully submits that the new claims include additional limitations that are also not disclosed in the cited portions of the references.
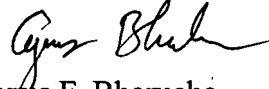
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CONCLUSION

In view of the amendments and remarks set forth herein, the application and the claims therein are believed to be in condition for allowance, and a notice to that effect is solicited. Nonetheless, should any issues remain that might be subject to resolution through a telephonic interview, the Examiner is invited to telephone the undersigned at 512-439-5097.

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Mail Stop Amendment, COMMISSIONER FOR PATENTS, P. O. Box 1450, Alexandria, VA 22313-1450, on June 28, 2007.

_____ 2007 Jun 28
Attorney for Applicant   Date of Signature

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